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3 in One Sense

Vol. XXXVIII

November, 1920

No. 4



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**“She
Wants
What
She
Wants
When
She
Wants
It.”**

- She may never have tried 3-in-One before. She will ask for a 1-oz. Bottle at 15c.
- She may belong to the large class that never goes to highest or lowest extremes. She will want the 3-oz. Bottle at 30c.
- She may be strong for efficiency, convenience, novelty. She will demand the 3-oz. Handy Oil Can at 30c.
- She may be of the keenest, shrewdest type—out to get the most oil for the least money. She will insist on the economical 8-oz. Bottle at 60c.
- Alert dealers carry *all* sizes at *all* times to satisfy *all* sorts of buyers.

*At Your
Jobber's*





This magazine is Little but its message is Big Profits to Dealers.
Published monthly by the THREE-IN-ONE OIL CO., 165 BROADWAY, NEW YORK CITY.

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Oil Logic

Merchants all over the country are still openly rushing the can—Handy Oil Can.

Speed-wagons consume most of the “midnight oil” nowadays.

An ounce of rust prevention is worth its price as cuss-prevention.

The Big Red One is an upright figure that stands for downright oil satisfaction.

It's no use whatever to sell oil that's no use whatever.

Your success doesn't hinge entirely on selling 3-in-One, of course; but 3-in-One oils the hinges.

The Way He Said It

"You wouldn't refuse to let me have a few pounds of butter on credit, would you?" asked Poorpaye.

"I trust not," said the grocer—but there was something in the way he said it that caused Poorpaye to go off without the butter.

**Money is made round so it can roll. Keep
it rolling round your own home town.**

Uses 3-in-One To The Last Drop

IN a certain New York household, not a drop of 3-in-One is wasted. A thrifty housewife sends us an unsigned, but interesting, letter concerning her experience with 3-in-One.

After she has used all the oil she can pour out, she fills the bottle with water, shakes vigorously and uses the oily liquid for polishing mirrors. thus:



The mirror is wiped with a soft cloth folded into a pad and moistened with the 3-in-One preparation. When dry, the surface is polished with a soft cloth, applied with light up-and-down strokes. As oil particles adhere to the glass a long time, it is only necessary to wipe off the mirror with a clean, soft cloth occasionally.

The same treatment serves equally well for windows, show cases, automobile windshields. Try it yourself and pass on the friendly tip to your trade.



Answer the Red Cross Roll Call, November 11th—Armistice Day, to November 25th—Thanksgiving Day.

The Fourth Roll Call is not a campaign. It is merely the yearly opportunity for American men and women to pay their annual dues and renew their membership in the Red Cross, that the obligation of the Red Cross to America and to suffering humanity may be discharged.

The \$1.00 dues of 10,000,000 people for 1921 are now payable.

EUREKA

ELECTRIC
VACUUM
CLEANER

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South Bend
Malleable Range

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picture
to save co

8. Sparks-W
to use nothing bu

9-10-11-12. Savage A
the gun manufacturers
bottle with every firearm.

These Best Known Pr The Fastest Selling

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COLT'S

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HAMMER THE
HAMMER

1. "There is no oil we can recommend like 3-in-One," say the manufacturers of Eureka Electric Vacuum Cleaners.

2-3. Westinghouse and General Electric Cos. have found 3-in-One useful for their delicate electrical machinery.

4. The Malleable Steel Range Co. attaches a tag to every range shipped from the factory, advising the use of 3-in-One to keep the stove new looking.

5. South Bend Bait Co.'s. advertising booklet recommends 3-in-One to anglers for their hooks, spoons, spinners, etc.

6. The Pennsylvania R. R. uses 3-in-One on its semaphore system.

Famous Players-Lasky Corporation, producers of Paramount and Artcraft s, advise all exhibitors to use non-acid 3-in-One on projecting machines, tly films.

ithington Co., in printed instructions, caution buyers of Sparton Horns 3-in One.

rms Co., Iver-Johnson, Colt's, Harrington and Richardson are just a few of who recommend 3-in-One and have packed a sample

**Products Help Make 3-in-One
Oil In The World Today**



At Your Service—Free

YOUR choice of 13 good, strong electros in various sizes, to be run over your own name in your local newspaper, on handbills or anything else that takes printers' ink.

Cuts of 3-in-One bottles and cans in sizes from 1¼- to 2½-inch, to be used in your general advertising.



Window display material, cartons, cards, decalcomanias. All the above sent free and prepaid. Write for Free Ad Circular and Window Trim.

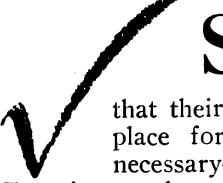
Wet Weather Wisdom

LAST FALL a shoe dealer in Shenandoah, Pa., offered free shoe oiling service to all comers. This brought many strangers into his store to have their shoes snow-proofed and slush-proofed. Incidentally, he sold a great deal of oil.

There's no copyright on the idea—and 3-in-One is just the oil for this purpose. Countless soldiers of the A. E. F. can testify to its waterproofing power; so can thousands of hunters whose 3-in-One'd boots allow them to catch game without catching cold.

Some dealers keep on cutting prices until the very life-blood of the business oozes away.

Value Of Advertising

 **S**OME fifteen years ago the A. & F. Pears Company of England, (manufacturers of Pears Soap) believing that their publicity had earned an invulnerable place for their product, and was no longer necessary—ceased advertising, says *Publicity*. For six months no Pears advertising appeared, and in that period the company lost 35 per cent of its business. It was estimated it cost the company \$6,500,000 over and above its regular publicity schedule to rectify this error and get back where it was before the experiment.

The dollar can never fall as low as the means some people adopt to get it.—*Greenville (S. C.) Piedmont.*

Just Like Iron

"My dear sir," said the salesman, courteously, as he handed the customer his package and no change, "you will find that your suit will wear like iron."

And sure enough, it did. The man hadn't worn it two months when it began to look rusty.

YOUR 3-IN-ONE PROFITS

	You buy per doz.	You sell per doz.	Profit per pkg.
Small Size 15c Bottle...	\$1.20	\$1.80	5c
Large Size 30c Bottle...	2.40	3.60	10c
Factory Size 60c Bottle.	4.80	7.20	20c
30c Handy Oil Can.....	2.40	3.60	10c

Poet From Samoa Extols 3-in-One

IF you doubt that 3-in-One virtues have penetrated to the farthest reaches of the world, read this prize-winning poem from Samoa, located in the Southwest Pacific.

Incidentally, we want "samoa" poems for this page each month. We pay \$1.00 for every verse published. Try it. Not more than eight lines acceptable.

For razors and strops, it is simply a treat;
And for cutting in general, it cannot be beat.
It keeps all your metal as bright as tin foil—
The famous, reliable 3-in-One Oil.

HARRY B. TARRANT,
Tutuila, Samoa.

The glass of that show case is awfully blue,
It takes a good eye, sir, to see the things through;
Use 3-in-One on it; the glass will then shine,
And all who pass by will notice your line.

J. A. HAM,
Furniture and House Furnishings,
Leland, Miss.

How sad to my heart was that old rusty musket,
That hung on the wall reeked with years of neglect.
The rust-covered trigger would squeak when I pressed it,
The once shiny barrel seemed totally wrecked.
But one day a neighbor came over and saw it,
And loosened the rheumatic joints of that gun,
Until once again it was kicking like blazes—
The magic he used was the oil, 3-in-One.

MAY HENNESSY,
c/o E. J. Hennessy, Hdw.,
Petersburg, Va.

Who Pays For This Advertising?

Here's the list of publications containing our ads:

	Circulation
All Outdoors.....	46,000
American Boy.....	235,000
American Field.....	18,000
American Legion Weekly..	600,000
American Magazine	1,505,000
Arms and the Man.....	20,000
Army and Navy Journal...	25,000
Army and Navy Register..	13,000
Boys' Life	110,000
Boy Scouts' Hand Book...	100,000
Boys' World	422,662
Collier's Weekly	1,110,000
Country Gentleman	600,000
Delineator }	1,611,000
Designer }	
Every Boy's Magazine....	166,000
Everywoman's World.....	110,000
Field and Stream.....	85,000
Forest and Stream.....	65,000
Good Housekeeping.....	750,000
Infantry Journal	15,000
John Martin's Book.....	25,000
Ladies' Home Journal.....	1,751,000
Literary Digest	1,000,000
McCall's Magazine	1,300,000
National Sportsman	100,000
Outdoor Life	30,000
Outers' Book-Recreation...	80,000
Outing	50,000
Outlook	160,873
Pictorial Review	1,800,000
Popular Mechanics	450,000
Queensborough	2,000
Saturday Evening Post....	2,108,600
Sportsmen's Review	30,000
St. Nicholas Magazine....	75,000
Woman's Home Companion..	1,408,900
Youths' Companion	527,244

Total . . . 18,505,279

It is costly—that's true. Every 3-in-One full page ad in the *Saturday Evening Post* costs \$8500.00 for just one time. And there are 37 other publications carrying our 3-in-One and Pyramid Solvent messages to 18,505,279 subscribers. Who pays for this publicity?

Do you? Your profits are liberal. Your sales are easier and steadier because of all this advertising.

Does your customer? He buys cheaper right now than he could if 3-in-One hadn't the wide distribution gained by advertising.

Do we? The answer is found on page 7, which shows how much more it would cost us *not* to advertise.

Who pays? The manufacturer of unadvertised articles and the dealers who waste time trying to sell just any oils or substitutes.

Who profits? EVERYBODY.



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A Page From The Pyramid Primer



Perfected by the makers of 3-in-One.
Years of experiments before marketing.
Removes smokeless powder residue easily.
All metal fouling loosened in barrel.
Moisture-free—can be left in rifle.
Is *not* a competitor of 3-in-One.
Does *not* lubricate or prevent rust.
Sell both products instead of one.
One sale invariably makes the other.
Liberally advertised in big sporting magazines.
Very highly praised by expert shots.
Every shooter is a Pyramid prospect.
Now is the time to stock it.
Ten cents profit on every 30c, 3-oz. can.

THREE-IN-ONE OIL CO.
 165 BROADWAY NEW YORK